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INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

April 8, 1944

No. 53

EGG STATEMENT OUT THIS WEEK gives details on current situation, and steps being taken to correct situations in distress areas. Producer and consumer organizations, dairy and poultry interests, hotels, restaurants, wholesalers, retailers, advertising agencies, radio, press and others are cooperating in a nation-wide drive for increased egg consumption. Grocery stores and other dealers who sell eggs to consumers have been urged to sell eggs at prices in keeping with their costs and not consider current ceilings as fixed prices for eggs. This comprehensive statement of WFA action on the egg front will be useful background to all who want to help to move supplies into consumer channels at a faster rate. (See USDA 2022-44.)

NATIONAL ORGANIZATIONS RALLY ROUND Food Fights for Freedom program. The following record shows that these organizations (this is only part of the list) are cooperating with the Department, and may give you ideas for further cooperation locally. LIONS INTERNATIONAL has issued a series of folders for their members -- "How to Raise Your Own Food," "Gardening for Victory," "Plan to Help the Farmer," "The Food Supply." The February issue of their monthly letter carries program suggestions for April, with Victory Garden Day proposed for the third meeting of the month. ... THE U. S. JUNIOR CHAMBER OF COMMERCE has recently distributed to all its local affiliates a two-page bulletin on agricultural projects features the farm labor recruitment phase of FFFF. The bulletin shows how Jaycees can cooperate with local agricultural agencies in farm labor recruitment and in improving rural-urban relationships. The April issue of "The Exchangite," national magazine of the NATIONAL EXCHANGE CLUB, carries an article, "Farmers Feed the Nation." The same publication will carry Victory Garden information, since Victory Gardens are an important project of local clubs. THE GENERAL FEDERATION OF WOMEN'S CLUBS, in preparing suggestions for local club programs, has included many FFFF phases for discussion. Some are "Food for Freedom," "Nutrition," "Nutrition and Rationing," "Agriculture, Fruits and Vegetables," "Agriculture," and "The Women's Land Army."

PRESS RELEASES "WEA Announces Dehydrated Vegetable Allocations, USDA 2024-44. ... "Egg Statement," USDA 2022-44. "Agricultural Exhibit Links Jefferson and Food Production," USDA 2032-44. ... "WEA Sets Maximum Wages for Haying in Imperial Valley," USDA 2017-44. ... "WEA Names Howard B. Boyd as Director of Price," USDA 2015-44. ... "Poultry Freeze Order Terminated," USDA 2009-44. ... "Butter Set-Aside Order Revisions," USDA 1999-44. ... "Fruit and Vegetable Advisory Committees Names," USDA 1996-44. "Corn Set-Aside Increased to 60 Percent," USDA 1993-44. ...

HIMEBAUGH SUCCEEDS SALISBURY as Director of Information for the Department of Agriculture and the War Food Administration. Morse Salisbury, who recently resigned, is going to the United Nations Relief and Rehabilitation Administration as information director. Keith Himebaugh who has been in Department information work for ten years has been Assistant Director and Associate Director of the Office of Information.

*** NATIONAL FARM AND HOME HOUR ***

Week of April 10-14, 1944

- MONDAY - Production Report to the Nation #1 - New Jersey. Wallace Kadderly; Sam Reck, Jr., N.J. Extension Editor; L. E. Bevan, Extension Director (N.J.); Charles Collins, N.J. State AIA Chairman; and Mr. and Mrs. Robert Schwab, Mercerville, N.J., farmers.
- TUESDAY - "Fats and Oils," Leon Falk, Chief, Fats and Oils Branch, OofD, and Wallace Kadderly; and "Seed Protection," W. A. Davidson, Chief, Seed Division, Grains Production Branch, OofD, and Wallace Kadderly.
- WEDNESDAY - "Victory Farm Volunteers," Irwin H. Schmidt, Chief, VFW Program, and a farmer.
- THURSDAY - Pick-up from Charlottesville, Va., on Jefferson Bicentenary observances.
- FRIDAY - Victory Gardens, Ernest Moore and Duke DuMars, "Beans for the Home Garden."
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CONSUMER TIME will open a new "traveling pick-up" series April 15 when the bulk of its show will come from Chicago. This program from the meat packing center of the world will feature "Variety Meats," and a booklet "Meat for Thrifty Meals" will be sent listeners who write for it. Other shows in this series will come from Hawaii, Puerto Rico, England, San Francisco, New York, Australia, etc. The time: Saturday, April 15, 12:15 EWT, NBC.

IN THE MAIL THIS WEEK is Statement No. 7 in the "Facts You Should Know" series, issued by OPA.

The statement contains basic information on price control, and has been sent to WEA and OPA information personnel in the field for their guidance in preparing information for the public. This record shows the saving to the nation brought about by price control, its effect on cost-of-living, small businessman, farmer, and on the post-war market.

MARKETING PLentiful FOODS

The following are plentiful foods over most of the country:

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|------------------|-------------------------------------|
| * Eggs | Lard |
| * Beets | Canned Green and Waxed Beans |
| * Carrots | Frozen Vegetables - all ration free |
| Potatoes | Frozen Baked Beans |
| Citrus Fruits | Peanut Butter |
| Citrus Marmalade | |

Not quite so plentiful, or limited to certain regions:

- * Pork - Variety cuts and non-rationed items such as spareribs, fat back, pork hock, pork jowls, pork knuckles, etc. Supply tightens in some areas remote from packing centers.
- * - Starred items are those deserving active promotion, if abundant locally.

See Food Information Series No-84c for background information on "Edible Fats and Oils Outlook," issued as part of last-minute drive to increase soybean acreage.

FOREIGN SHIPMENTS OF FARM MACHINERY ... A background information statement will be out soon as Food Information Series giving account of shipments made.

SAVE GRASS SEED Background information and statements on seed requirements have gone out within

the past month urging farmers to save acreage for seed harvest. Informationally, you can expect radio Farm Flashes soon and a series of mats now in preparation should be out shortly. Alfalfa, red, alsike, sweet and ladino clover, and orchard and sudan grass are the seeds most needed.